

LXB's Inventiveness Announces New Gains and Business Opportunities!

LXB Communication Marketing is proud to announce a new major gain in its pharmaceutical division. Schering Plough Canada has retained the services of LXB for all Canadian communications and marketing efforts for the GI indications of Remicade®.

"This new gain is very exciting for all of us, especially when one considers that more and more pharmaceutical companies are realigning their brands' communications with global agencies. I believe that our unique approach, based on Inventiveness, helped make the difference between us and our competitors," states Marc Lacroix, President of LXB.

Pharmaceutical marketing seminar at HEC Montreal

Pursuant to an initiative by LXB Communication Marketing, Montreal's HEC will offer pharmaceutical seminars every Friday from May 4 to June 1, 2007.

"These seminars, featuring key specialists, are aimed at managers and professionals wanting to hone their

marketing skills for the different brands they manage", states Marc Mireault, Senior Account Executive at LXB. For more information, please contact Ms. Claire Rochon of the HEC at (514) 340-6003.

LXB's Promotions Department has new head

LXB Communication is proud to announce the nomination of Robert Sénécal as Director of Promotions. Mr. Sénécal, a renowned seasoned professional in the marketing and promotions field, brings > 20 years' experience to the LXB team.

"Robert's strengths span quite a wide range of expertise, from strategic planning to tactical implementation for industries in the packaged goods, services and retail sectors. His unique approach will help us add another dimension to our overall service proposal to the health care sector," states Paul Bergeron, Vice-President and General Manager at LXB.



BOOMING ON UP

Lisa Barbusci has been promoted to Account Director, and a senior management role at BOOM Works. A consummate team player who consistently delivers strong results, Lisa has been recognized by clients for her outstanding contributions to brand management.

While completing the CCPE early in her career, Lisa has acquired in-depth experience and knowledge in three different agency environments. She has responded to increasing responsibilities at BOOM with characteristic aplomb, and distinguished herself at every level of agency business.

We are pleased to acknowledge her expanding contributions and look forward to her continued success as a key BOOMer.

bMod Expands Bayer and Pfizer Business

Following winning AOR status for the professional business on Viagra®, **bMod Communications** was invited to participate in a competitive pitch to the HIV team at Pfizer. bMod won the pitch and has been awarded the launch of Maraviroc, a novel medication for HIV treatment. Maraviroc is a chemokine (C-C motif) receptor 5 (CCR5) antagonist, sometimes known as an entry inhibitor and will be a first in class agent. Because it would represent a significant improvement over current therapies, Maraviroc has been granted accelerated reviews in US, Europe and Canada. bMod is proud to be working with Pfizer on this important launch.

bMod is also proud to announce a new marketing partnership with the Bayer Kogenate team. Kogenate is a factor VIII treatment for patients with hemophilia A and adds to bMod's growing portfolio of breakthrough specialty products.

For more information about bMod Communications please visit their website at www.bmodgroup.com or call Eric Frendo, Kathryn Buck or Murray Forrestall at 1 (888) 499-9889.

New Hires at Ogilvy Healthworld

Ogilvy Healthworld (Montreal) is pleased to announce the hiring of three additional people within the healthcare team: Robert Brosseau, Vice-President, Client Service Director; Line Desruisseaux, Account Manager; and Jöel Muszynski, Art Director.

Over the past several months Ogilvy Healthworld has gained several new brand and project assignments from its existing client base, necessitating this agency expansion.

For further information, please contact Denis Piquette at (514) 861-8563.



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